IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application. An identifier indicating the status of each claim is provided.

Listing of Claims

1-17   (Canceled)

18.   (Currently Amended) An information processor for processing electronic program guide information having program descriptions therein, comprising:

receiving means for receiving at least said electronic program guide information and program descriptions; and

inserting means for inserting into a program description of said electronic program guide information identification codes for identifying key words in said program description;

wherein upon receipt of said electronic program guide information including said identification codes, said electronic program guide information is stored in a table according to said identification codes,

said program descriptions comprise at least text information, and

said identification codes comprise identifiers for identifying the position of the key words within said program descriptions of said text information, and classification information for classifying each of the key words.

19.   (Currently Amended) The information processor according to claim 18, wherein ~~said program descriptions comprise at least text information, and~~ said inserting means inserts identification codes for identifying key words of said text information according to the content of said text information.

20.   (Previously Presented) The information processor according to claim 19, wherein said identification codes include a plurality of types corresponding to the key words of said text information, and said inserting means inserts said identification codes corresponding to the contents of said key words of said text information into said program descriptions of said electronic program guide information.

21.   (Canceled)

22.   (Currently Amended) The information processor according to ~~claim 21~~ claim 18, wherein said ~~identification~~ classification information is arranged in a hierarchical structure.

23.   (Previously Presented) The information processor according to claim 18, further comprising transmitting means for transmitting said electronic program guide information including said program descriptions in which said identification codes have been inserted together with program data.

24. (Currently Amended) An information processing method for processing

electronic program guide information having program descriptions therein, comprising the steps

of:

receiving at least electronic program guide information having program

descriptions therein, and

inserting into said program descriptions of said electronic program guide

information identification codes for identifying key words of said program descriptions;

wherein upon receipt of said electronic program guide information including said

identification codes, said electronic program guide information is stored in a table according to

said identification codes,

said program descriptions comprise at least text information, and

said identification codes comprise identifiers for identifying the position of the

key words within said program descriptions of said text information, and classification

information for classifying each of the key words.

25. (Currently Amended) An information processor for processing

transmitted data including electronic program guide information having program descriptions

therein and identification codes inserted in said program descriptions of said electronic program

guide information for identifying key words of said program descriptions, comprising:

separating means for separating said electronic program guide information from

said transmitted data;

sampling means for sampling said key words of a program description identified

by said inserted identification codes; and

processing means for implementing predetermined processes based on the

sampling result of said sampling means;

wherein upon receipt of said electronic program guide information including said

identification codes, said electronic program guide information is stored in a table according to

said identification codes,

said program descriptions comprise at least text information, and

said identification codes comprise identifiers for identifying the position of the

key words within said program descriptions of said text information, and classification

information for classifying each of the key words.

26.   (Currently Amended) The information processor according to claim 25,

wherein ~~said program descriptions comprise at least text information, and~~ said identification

codes identify key words of said text information according to the content of said text

information.

27.   (Previously Presented) The information processor according to claim 26,

wherein said inserted identification codes include a plurality of types corresponding to said key

words of said text information.

28.   (Previously Presented) The information processor according to claim 25,

wherein said processing means controls display of said key words in displaying said electronic

program guide information and program descriptions.

29.   (Previously Presented) The information processor according to claim 25, wherein said processing means is operable to retrieve said key words or said program descriptions of said electronic program guide information containing said key words.

30.   (Currently Amended) An information processing method for processing transmitted data including electronic program guide information having program descriptions therein and identification codes inserted into said program descriptions of said electronic program guide information for identifying key words of said program descriptions, comprising the steps of:

separating said electronic program guide information from said transmitted data;

sampling said key words of a program description identified by said inserted identification codes; and

implementing predetermined processes based on the sampling result;

wherein upon receipt of said electronic program guide information including said identification codes, said electronic program guide information is stored in a table according to said identification codes.

said program descriptions comprise at least text information, and

said identification codes comprise identifiers for identifying the position of the key words within said program descriptions of said text information, and classification information for classifying each of the key words.

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   31. (Currently Amended) A broadcasting system comprising a transmitter for

transmitting transmission data and a receiver for receiving the transmission data from said

transmitter, wherein said transmitter comprises:

   inserting means for inserting, into a program description of electronic program

guide information, identification codes for identifying key words in said program description;

and

   transmitting means for transmitting transmission data, including said electronic

program guide information having said program descriptions therein in which said identification

codes have been inserted; and

   said receiver comprises:

   separating means for separating said electronic program guide information from

said transmitted data;

   sampling means for sampling said key words of a program description identified

by said inserted identification codes; and

   processing means for implementing predetermined processes based on the

sampling result of said sampling means;

   wherein upon receipt of said electronic program guide information including said

identification codes, said electronic program guide information is stored in a table according to

said identification codes.

   said program descriptions comprise at least text information, and

   said identification codes comprise identifiers for identifying the position of the

key words within said program descriptions of said text information, and classification

information for classifying each of the key words.

32.   (Currently Amended) A broadcasting method for a broadcasting system comprising a transmitter for transmitting transmission data and a receiver for receiving the transmission data from said transmitter, said broadcasting method comprising the steps of:

inserting, into a program description of electronic program guide information, identification codes for identifying key words in said program description;

transmitting transmission data, including said electronic program guide information having said program descriptions therein in which said identification codes have been inserted;

separating said electronic program guide information from said received transmission data;

sampling said key words of a program description identified by said inserted identification codes; and

implementing predetermined processes based on the sampling result;

wherein upon receipt of said electronic program guide information including said identification codes, said electronic program guide information is stored in a table according to said identification codes,

said program descriptions comprise at least text information, and

said identification codes comprise identifiers for identifying the position of the key words within said program descriptions of said text information, and classification information for classifying each of the key words.